

Ārohia Full Grant Guide to Pitching

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**Callaghan
Innovation**



Ārohia
Innovation
Trailblazer
Grant

Reasons for pitching

Pitching gives **you** the opportunity to:

- 01** build your case for why you should receive grant funding
- 02** showcase your personality and passion for your innovation
- 03** help you stand out from other applicants and make a lasting impression

Pitches/Q&A ensure **we**:

- 01** clarify any doubts or questions we have about your innovation
- 02** make a balanced and well informed decision about your application
- 03** feel confident your innovation project has potential to deliver on the [policy intent](#) for the grant



How is pitching to the Ārohia Full Grant Evaluation Panel different from a standard investor pitch?

Broad assessment criteria

Your innovation is assessed on its:

- commercial potential
- novelty
- benefits to the innovation ecosystem in Aotearoa New Zealand.

Assessment criteria weighting

The weightings for each criteria are unique to this grant.

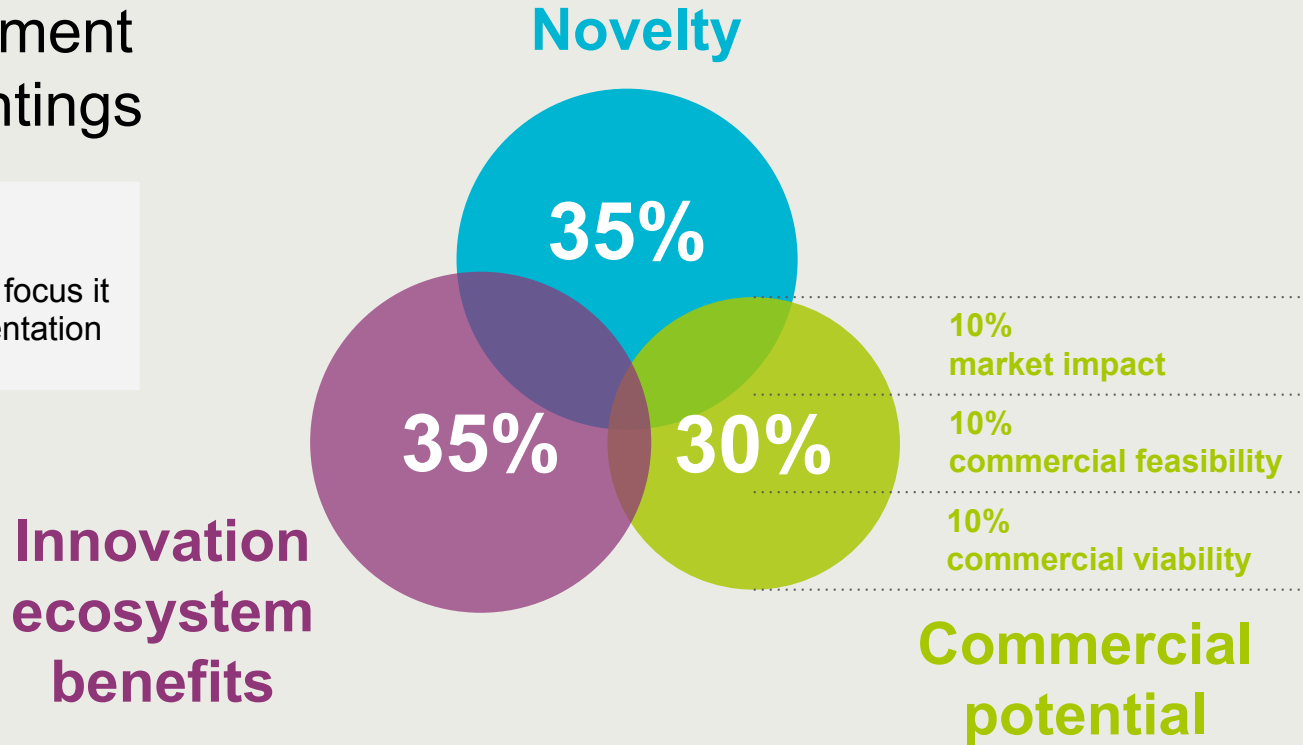
Pre-reading considered by the panel

The panel will be copied your application, along with comments from the internal and external reviewers, before your pitch.

Pitch assessment criteria weightings

Presentation tip:

Give each criteria the focus it requires in your presentation



What's expected for an Ārohia Full Grant pitch?

Overall you have **creative freedom** over the content and approach you take to pitching. It's up to you to present your best case to the panel, in a way that emphasises the key messages you want to get across.

The panel will receive the following as **pre-reading**:

- a copy of your completed application
- comments from our internal assessment
- the independent assessment of your innovation's novelty and potential innovation ecosystem benefits.

This means **you don't need a slide on every application question** in your pitch deck.

Tips for what to include in your pitch deck are outlined on the next slide....

What to include in an Ārohia Full Grant pitch deck

Include information on the following aspects of your innovation:

Commercial potential

Demonstrating commercial potential is fundamental to most investor pitches.

If you have an existing pitch deck addressing this topic, you can draw from that. For more guidance, see the [Resources](#) page.

Share compelling evidence that builds your case:

e.g. tell us about any traction and key successes you've had to date to execute your idea.

Novelty

Show what sets your innovation apart from anything else in the market or in development, and how you know this.

You may wish to take into account the feedback you'll receive from an independent assessment of your innovation prior to the pitch event.

e.g. tell us about any evidence of your innovation's novelty and how it's unique from anything else already in the market.

Ecosystem benefits

Show how your innovation can benefit other innovators/the innovation ecosystem.

You may wish to take into account the feedback you'll receive from an independent assessment of your innovation prior to the pitch event.

e.g. tell us who you're joining forces with to develop new opportunities, or how you'll help drive innovation by other organisations.

Work Plan objectives

Show how you plan to use the grant funding to achieve your innovation project objectives.

e.g. explain the reasoning behind your project objectives, and how the grant will help you achieve those objectives.

What is the panel looking for?

Be prepared for some challenging questions from the Ārohia Full Grant Evaluation Panel.

These questions will likely delve more deeply into your aspirations or preparedness, and could include the examples shown.

How does the kaupapa or purpose of your innovation project align with the grant's purpose and criteria?

What impact will the grant have on the size, scale or timing of your innovation project?

How prepared are you for potential challenges, risks and downsides that may impact your innovation project?

How prepared are you to pivot when the need arises, and what else will you do to get better prepared?

How far will the grant get you towards bringing your innovation to market for the first time?

What proof do you have to support your application, e.g. recognition, testimonials or endorsements?

Convince us you have the right capabilities and people in place (or a robust plan to develop them) to execute your IP and bring your innovation to market.

General tips when pitching

- **Know your audience** - be mindful of the grant's unique criteria, which go beyond what you'd expect in a typical investment pitch.
 - **Plan your structure** - focus on the most compelling and convincing aspects of your pitch.
 - **Practise your delivery** - practise your presentation multiple times, to ensure you can deliver it confidently and smoothly.
 - **Be clear and concise** - use short, catchy copy; avoid jargon; don't pack too much content on each slide; and keep your pitch deck tight (no more slides than can be referenced in 20 minutes).
- **Make it memorable** - include a 'STAR' moment ('Something They Always Remember') that sparks an emotional reaction, e.g. a key statistic, quote, insight, image or demonstration.
 - **Show your personality and passion** - show the panel why you're well placed to deliver this innovation project and what you bring to it.
 - **Be honest and transparent** - avoid overselling or exaggerating your innovation's potential, or making unrealistic promises or projections.
 - **Do something unexpected** to grab people's attention - your innovation is novel, so make your presentation stand out in a novel way too.

Resources

General pitch training and tips

A range of resources is available to help you prepare and deliver a winning pitch. These won't address all the specific questions asked in the context of the Ārohia Full Grant, but will still provide helpful general guidance:

- [myNZTE](#) - sign up to access online training and other pitch preparation resources
- [InvestEd](#) - explore NZTE's online guide to preparing your business for investment
- Callaghan Innovation's library of [capital education resources](#) - this includes videos of industry experts, explaining what investors want and how to pitch
- [HealthTech Activator](#) - capital education resources tailored for healthtech innovators

Presentation tips

- [What It Takes to Give a Great Presentation \(hbr.org\)](#)

Pitch decks

- [NZTE Pitch deck with guidance notes](#) (available on the Angel Association website)
- [The only 10 slides you'll need in your pitch](#) (Guy Kawasaki)
- Y Combinator resources:
 - [How to build your seed round pitch deck](#)
 - [How to design a better pitch deck.](#)

Support from Incubators and Accelerators

Callaghan innovation funds a number of incubators and accelerators who can help you on your innovation journey (subject to eligibility). These include [Founder incubators](#) and [Tech incubators](#).

Rukuhia te wāhi ngaro,
hei maunga tātai whetū.

Explore the unknown,
Pursue excellence.

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